

## **“YOUR PROSPECT TOWN”**

The Key to this program is to develop an effective thought process of doing continuous business with the other professionals with whom you do business.

Your “Fruit of the Tree, as well as your “Preferred Provider Network” should automatically involve you in this process.

We are constantly doing business in our professional life, as well as our private life, and yet we never get into a conversation discussing what we do and how we can be of service to the other professionals with whom we associate on a regular basis. Many of us, for example, never approach our own accountant, attorney or financial service provider in a conversation about how we can be of service to them as well as to their clients. Another example would be the owner of the restaurant that we have frequented for years; isn’t that a great opportunity we should be approaching? Wouldn’t it be to our benefit to reach out to these professionals just as we approach people in our networking groups or a social networking event?

As networker, we are constantly looking to establish new relationships and this is as it should be, but we often neglect to seek business in our own “Prospect Town”. And yet, we visit there daily or weekly. The process would simply involve having a conversation so that these professionals really know who you are and it would result in your becoming educated in the ways you can be of service to them.

**Personal Life**

**Your Accountant**  
**Your Attorney**  
**Your Financial Services**  
**Representative**  
**Your Bankers**  
**Your Real Estate Representative**  
**Your Doctor**  
**Your Dentist**

**Professional Life**

**Attorneys**  
**Accountants**  
**Financial Services**  
**Banks**  
**Real Estate**  
**Networking Partners**

I can easily go on and list many more examples. As you can see there are crossovers between our own “**Prospect Town**” and our professional life.

Let’s take the time and approach the residents of our “**Prospect Town**” about doing business with them, since the relationship has been established through your being their regular client or customer. We should always be doing business with people who do business with us. It is a great way of creating the “**Give vs. Get**” in our personal life as well as our business life.